

NOV 13 2007

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete If Known

Application Number	10/748,870
Filing Date	December 29, 2003
First Named Inventor	Jeffrey A. DEAN
Examiner Name	Wilson W. Tsui
Art Unit	2178
Attorney Docket No.	Google-35APP (GP-090-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number
Deposit Account Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments
☒ Charge any additional fee(s) due in connection with the filing submitted herewith
☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$ 0.00)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		-20** =		X		=	
Independent Claims		-3** =		X		=	
Multiple Dependent						=	

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1202 50	2202 25	Claims in excess of 20	
1201 210	2201 105	Independent claims in excess of 3	
1203 370	2203 185	Multiple dependent claim, if not paid	
1204 210	2204 105	**Reissue independent claims over original patent	
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)			(\$ 0.00)

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 460	2252 230	Extension for reply within second month	
1253 1,050	2253 525	Extension for reply within third month	
1254 1,640	2254 820	Extension for reply within fourth month	
1255 2,230	2255 1,115	Extension for reply within fifth month	
1401 510	2401 255	Notice of Appeal	
1402 510	2402 255	Filing a brief in support of an appeal	
1403 1,030	2403 515	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 510	2452 255	Petition to revive - unavoidable	
1453 1,540	2453 770	Petition to revive - unintentional	
1501 1,440	2501 720	Utility issue fee (or reissue)	
1502 820	2502 410	Design issue fee	
1503 1,130	2503 565	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1808 180	1808 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	180.00
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))	
1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 180.00)

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature	<i>John C. Pokotylo</i>	Date	November 13, 2007		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

NOV 13 2007

FACSIMILE COVER SHEET

The Law Offices of
STRAUB & POKOTYLO

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Telephone: 732-542-9070
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Internet site: www.sp-ip.com

To: **U.S. Patent and Trademark Office**

Facsimile No.: **(571) 273-8300**

From: **John C. Pokotylo, Esq.**

Date: **November 13, 2007**

Number of Pages Including Cover: **34**

MESSAGE: **FORMAL SUBMISSION OF:**

- 1) Transmittal (1 pg.);
- 2) Fee Transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure Statement
(3 pgs.);
- 4) PTO/SB/08A (1 pg.);
- 5) Reference AW (18 pgs.); and
- 6) Reference AX (8 pgs.).

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING
RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED
ADVERTISEMENTS

TC/A.U.: 2178

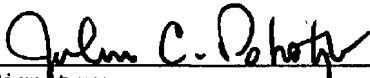
Examiner: Wilson W. Tsui

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s))
is being facsimile transmitted to the United States Patents and
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John C. Pokotylo

Type or print name of person signing certification



Signature

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Date

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Modified PTO/SB/21 (08-00)

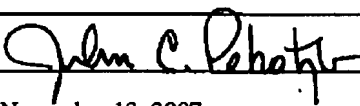
Approved for use through 10/31/2002. OMB 0651-0031

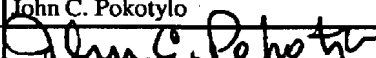
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/748,870
	Filing Date	December 29, 2003
	First Named Inventor	Jeffrey A. DEAN
	Group Art Unit	2178
	Examiner Name	Wilson W. Tsui
Total Number of Pages in This Submission	Attorney Docket Number	Google-35APP (GP-090-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	November 13, 2007

CERTIFICATE OF FACSIMILE	
I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: November 13, 2007	
Typed or printed name	John C. Pokotylo
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Date	November 13, 2007

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, et al.

Serial No.: 10/748,870

Filing Date: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS

Examiner: Wilson W. Tsui

Group Art Unit: 2178

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

11/14/2007 FMETEKI1 00000015 501049 10748870

01 FC:1806 180.00 DA

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since, this Information Disclosure Statement is being submitted after the mailing of a final Office Action, but before payment of an Issue Fee, it should be considered under 37 C.F.R. § 1.97 (d).

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

The \$ 180.00 fee for the Information Disclosure Statement to obtain consideration under 37 C.F.R. § 1.97(d) is authorized to be charged to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal form is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

November 13, 2007



John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

STRAUB & POKOTYLO
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John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo
Signature

November 13, 2007
Date